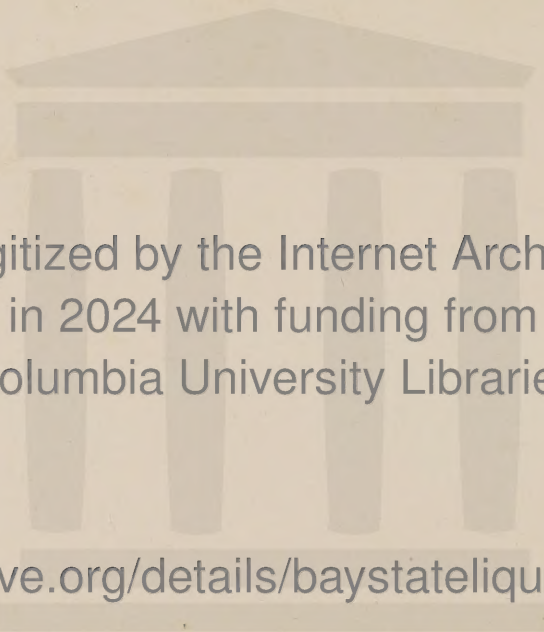




BAY STATE LIQUID PAINTS AND VARNISHES



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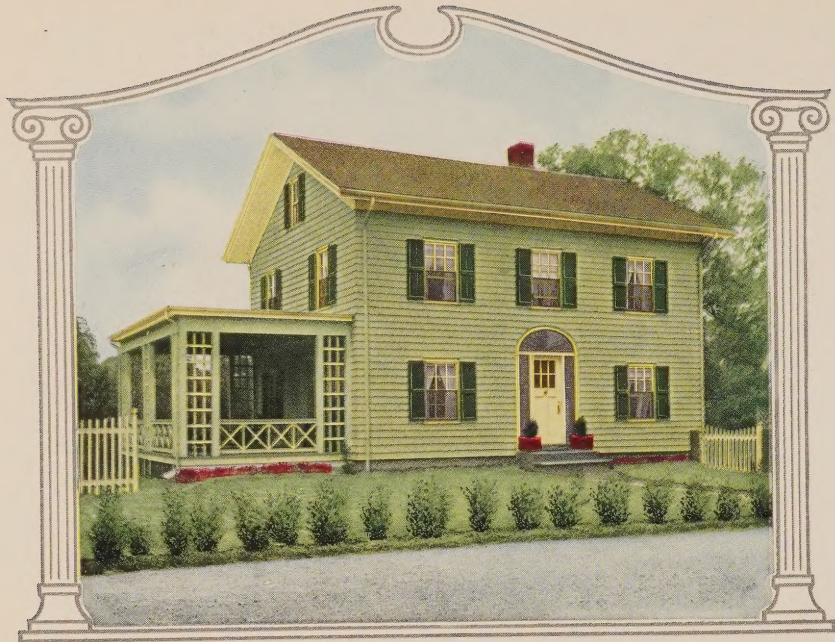
# I NTRODUCTION

THIS LITTLE BOOK WE OFFER YOU,  
AND ASK YOU TO PERUSE—  
TO LISTEN TO OUR ARGUMENTS  
AND AFTERWARD TO CHOOSE

BETWEEN THE PAINT YOU MIX YOURSELF  
AND PAINT WE MIX FOR YOU.  
THE ONLY THING WE BEG YOU IS  
TO KINDLY READ IT THROUGH.

WADSWORTH, HOWLAND & CO., INC.  
BOSTON, MASS.





Body, No. 316 Bay State Liquid Paint Apple Green. Blinds, No. 533 Bay State Liquid Paint Leaf Green.  
 Trimmings, No. 517 Bay State Liquid Paint Greenish Yellow.  
 Roof, No. 109 Bay State Shingle Stain.

With paints best suited for each need  
 The Bay State lines are made,  
 For shingles, concrete, wood or brick,  
 In each and every shade.





# Wadsworth Howland & Co. Inc.



More than forty years ago we commenced manufacturing our Bay State Liquid Paint. At that time there was much prejudice against any ready mixed paints on account of a general feeling that only pure lead and linseed oil could be used satisfactorily on exterior work. Tests that we instituted showed us that pure lead, with the proper proportion of pure zinc, ground and mixed in pure linseed oil, not only produced a smoother working article but that the colors employed in it for tinting were clearer in tone and wore longer without changing than when prepared with pure ground lead only.

The researches of later years have only confirmed those made by us earlier, till at last it has become a recognized fact among the manufacturers all over the country that a proper combination of lead and zinc in oil can be made that will produce the most durable paint possible. Practical painters also have become convinced of this fact and recognize the great saving of labor to them in being able to procure colors ready mixed



Body, No. 102 Bay State Oil Shingle Stain.

Roof, No. 124 Bay State Oil Shingle Stain.

Trimmings and Blinds, Bay State Outside White No. 528.

Out on this windswept open point  
The elements hold sway;  
It takes the Wadsworth-Howland paints  
To make the colors stay.







# Wadsworth Howland & Co. Inc.



without having to go through the tedious work of hand mixing. By the old fashioned hand process it was almost impossible to obtain a uniform color. There was also a tendency to mix more material than the job on which it was to be applied required and a subsequent waste resulted from what was left over, which oftentimes remained unused about the paint shop till it dried up and much of it had to be thrown away.

## NEW ENGLAND QUALITY

Bay State Liquid Paint is New England made, which in itself should be sufficient argument in favor of its quality. New England-made goods are known the world over as being of the highest possible standard. Bay State Liquid Paint is made according to an approved formula, of strictly pure white lead, which we corrode, pure zinc, and tinted with strongest colors, thoroughly ground and mixed in pure linseed oil with sufficient turpentine dryer.



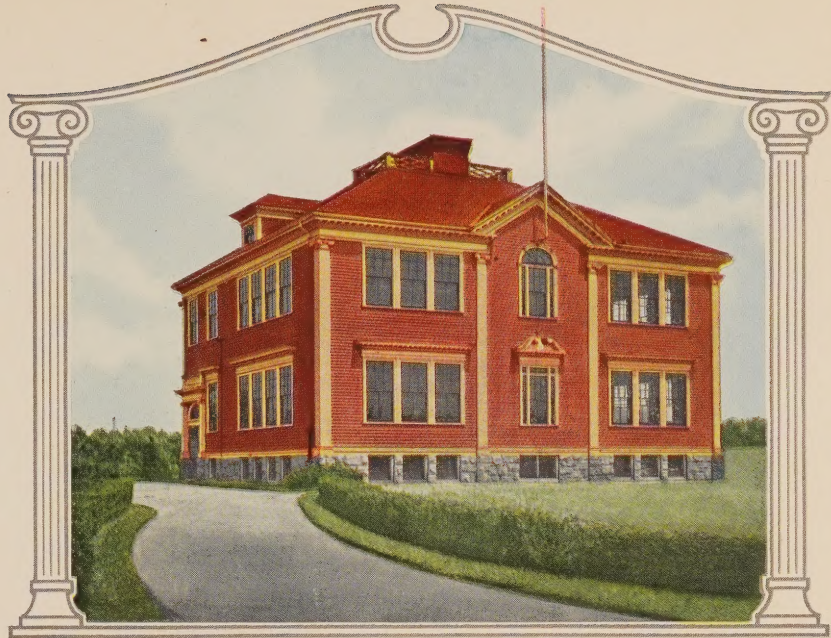
CHURCH—Body, No. 528 Outside White B. S. Liquid Paint.

The Pilgrims on their way to church  
 Abandon their restraint,  
 The shining belfry makes them cheer  
 For Wadsworth-Howland point.

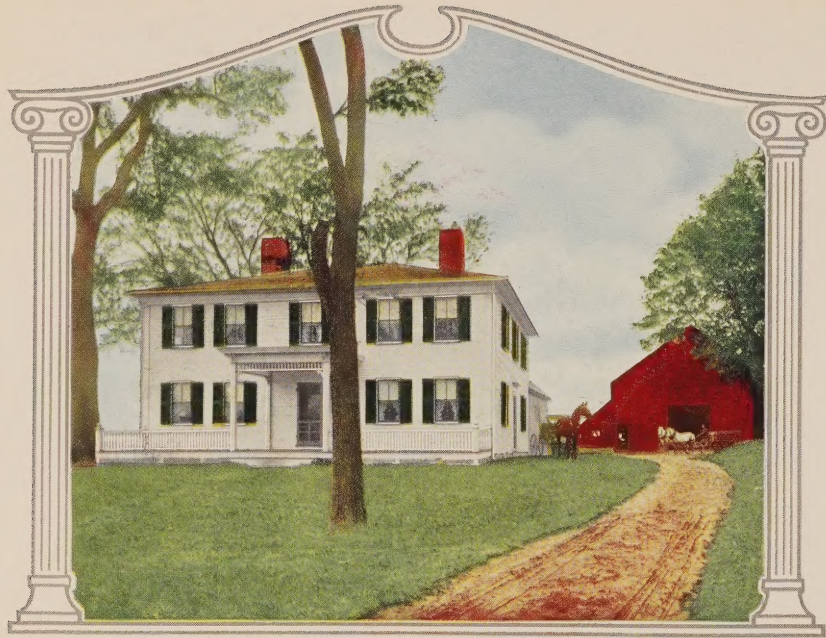




The town at last has seen the need  
To paint the schoolhouse brown;  
That paint will last so long, that soon  
Our taxes should come down.



Body, No. 535 Oak Brown Bay State Liquid Paint. Trimmings, No. 308 Cream Bay State Liquid Paint.  
Roof, No. 131 Bay State Shingle Stain.



The Farmer views with honest pride  
How bright his house appears,  
And knows that Wadsworth-Howland paint  
Will last for years and years.



HOUSE—Body, No. 528 Outside White Bay State Liquid Paint.    Blinds, No. 534 Bay State Moss  
Green Liquid Paint.

BARN—Body, No. 310 Bay State Pompeian Red Liquid Paint.



# Wadsworth Howland & Co. Inc.



Bay State Liquid Paint is used by the practical painter because it goes farther than other paints and lasts longer. One gallon will cover with two coats 300 square feet on ordinary surfaces. Ordinary paint will cover not over 225 square feet of surface.

In other words Bay State Liquid Paint covers one-third more surface than does an equal amount of ordinary paint.

We have a reputation of over sixty-five years of paint manufacturing and are the largest and oldest paint manufacturers in New England. Bay State Liquid Paint is the result of nearly half a century's research and experience. The paint dealer in your town carrying Bay State Liquid Paint will gladly confirm our claims and will show you houses painted with Bay State Liquid Paint, and in each case a satisfied property owner.

We have endeavored to show you in this little booklet a few buildings painted with Bay State Liquid Paint and combination of colors used. We have 49 attractive shades, also Black, Inside and Outside White, also Gloss Inside White.





A concrete house has need of paint  
 As much as one of wood,  
 It's one of Bay State specialties —  
 No other is as good.



Body, No. 238 Bay State Brick and Cement Coating. Blinds and Trimmings, No. 534 Moss Green  
 Bay State Liquid Paint.



# Wadsworth Howland & Co. Inc.



Ask your dealer for color card and if you will send us a photograph, we will gladly have our Art Department suggest a pleasing combination. The benefit of our long experience as manufacturers is yours for the asking and our factories are open to your inspection.

Bay State Liquid Paint is only one feature of the Bay State line; for your every need, there is a Bay State Paint. On the last page you will find a list of our products.

To determine the approximate quantity required to give your house two coats, add the length and width, multiply by the height and divide by 300, as for example :

$$\text{Length } 50 \text{ ft.} \times 2 = 100$$

$$\text{Width } 40 \text{ " } \times 2 = 80$$

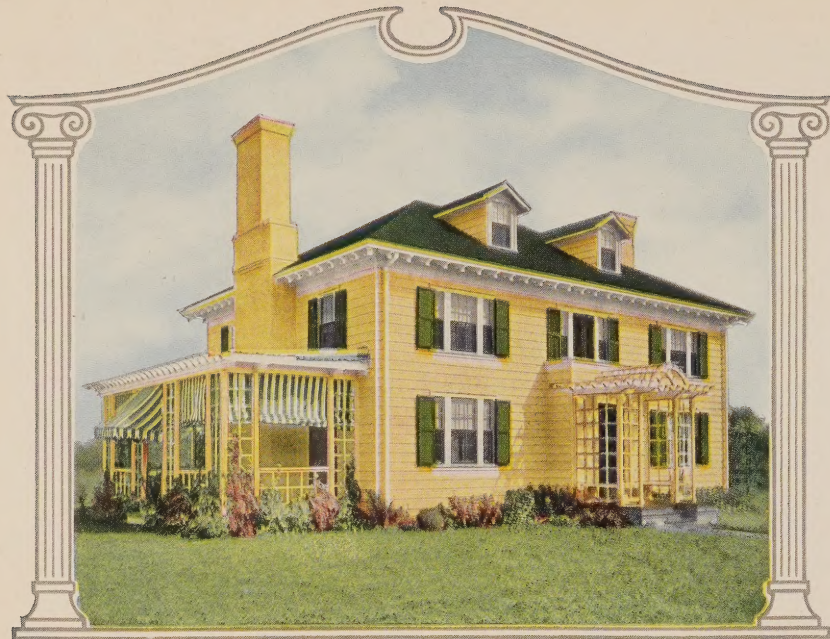
$$\text{Distance around building } 180 \times 25 \text{ (average height)} = 4500 \text{ sq. ft.}$$

$$\frac{4500 \text{ sq. ft.}}{300 \text{ sq. ft.}} \text{ Area}$$

$$\text{Covering capacity per gal. Bay State Liquid Paint,}$$

$$= 15 \text{ gallons material required.}$$

Be sure to employ a practical painter.



Just see how streaked that dwelling looks;  
 The paints were mixed by hand;  
 The man's a fool when Bay State paints  
 Are always at command.



Body, No. 308 Cream Bay State Liquid Paint.    Trimmings, No. 528 Outside White B. S. L. Paint.  
 Blinds, No. 398 Maple Green Bay State Liquid Paint.    Roof, No. 130 Shingle Stain.







THE ORIGINAL BAY STATER

## BAY STATE PRODUCTS

|           |                               |           |                          |
|-----------|-------------------------------|-----------|--------------------------|
| Bay State | Liquid Paint                  | Bay State | Golf Ball Enamel         |
| "         | Brick and Cement Coating      | "         | Stove Pipe Enamel        |
| "         | Agatene                       | "         | Bicycle Enamel           |
| "         | Colors in Oil                 | "         | Plazza Chair Enamel      |
| "         | Wood Paste Filler             | "         | Radiator Enamel          |
| "         | Crack Filler                  | "         | House and Furniture Var- |
| "         | Pure White Lead               | "         | nishes                   |
| "         | Blind Greens                  | "         | Floors                   |
| "         | Roof and Barn Paint           | "         | Oil Stain                |
| "         | Wax Floor Polish              | "         | Yacht Specialties        |
| "         | Oil Shingle Stains            | "         | Dultint                  |
| "         | Waxo Stains                   | "         | Revolver                 |
| "         | Antique Stains                | "         | Bronzes                  |
| "         | Screen Black                  | "         | Brushes                  |
| "         | Enamels                       | "         | Liquid Wood Filler       |
| "         | Carriage Paint                | "         | Magie Paint and Varnish  |
| "         | Wagon Paint                   | "         | Remover                  |
| "         | Bath Tub Enamel               | "         | Steel Protective Coating |
|           | Columbia Floor and Deck Paint |           |                          |

COMPLIMENTS OF  
**CULVERWELL & KERR,**  
 SEYMOUR, CONN.

BAY STATE LIQUID PAINT AGENCY

**BAY STATE LIQUID PAINTS AND VARNISHES**